

10 FAM 030

OFFICE OF RESEARCH (INR/PDAS/R)

ACTIVITIES

(TL:PEC-1; 10-01-1999)

10 FAM 031 OFFICE OF RESEARCH

(INR/PDAS/R) RESPONSIBILITIES

(TL:PEC-1; 10-01-1999)

a. The Office of Research (INR/PDAS/R) uses systematic social science research and current foreign media opinion and commentary to provide comprehensive insights into the environment within which policy and program decisions must be made. This includes:

(1) Reporting on the climate of foreign public opinion relative to the United States and its policies and actions;

(2) Providing analyses of the climate of commentary in both print and electronic (TV/radio) media relevant to the United States and its policies and actions; and

(3) Reporting on sources of information on foreign policy of mass publics and elites (radio, television, and print media), and, as requested, doing analyses of the effectiveness of mission programs in reaching designated audiences with specific themes.

b. The products of the Office of Research (INR/PDAS/R) are used to guide the formation of U.S. diplomacy, both in Washington, D.C. and missions, and to support the Secretary of State's role to advise the President and others on the climate of public opinion abroad. Reports are broadly distributed within the Executive Branch to those dealing with foreign affairs and to missions. As such, these products are one vital part of and closely integrated with the Department's public diplomacy effort.

10 FAM 032 AUTHORITIES

(TL:PEC-1; 10-01-1999)

See 1 FAM 431.3.

10 FAM 033 PUBLIC OPINION RESEARCH

10 FAM 033.1 Research Studies

(TL:PEC-1; 10-01-1999)

a. The research focuses primarily on four basic types of research studies.

(1) **Current Public Opinion Studies** that assess foreign opinion on specific topics of current interest to U.S. foreign policy decision-makers and which help determine and assess trends in foreign opinions.

(2) **Attitude and Value Studies** that help determine basic patterns of attitude formation and underlying values especially as they relate to perceptions and expectations of official U.S. policies and actions, and U.S. society.

(3) **Information Sources Studies** that help determine media usage (radio, television, and print) and thematic preferences of various publics.

(4) **Mission Program Evaluation Studies** that are designed to assist in evaluating the effectiveness of media products and programs that have been developed and/or adapted by individual missions.

b. To carry out these studies, the staff regularly consults with research clients on their needs and analyzes mission reports and those other government agencies, as well as pertinent outside sources.

c. Research methods include face-to-face and telephone interviews of both elites and mass publics, focus groups, in-depth interviews, mail surveys, content analysis and other techniques. In the countries surveyed, Local firms conduct surveys using local staffs to carry out the interviews.

d. INR/PDAS/R also analyzes survey data from commercial, academic, or government sources in foreign countries.

e. Findings are presented in formats of varying lengths. Fast-breaking timely poll results are reported to a few top policy-makers each week in special "Opinion Alerts" prepared by the staffs of branches representing every region of the world. Oral briefings are also provided.

10 FAM 033.2 Media Reaction Reporting

(TL:PEC-1; 10-01-1999)

a. The **Early Report** is a seven to nine page document based on reporting of editorial commentary from the major posts commenting on the issues of the day. It is electronically transmitted to high level officials at the White House, State Department, Pentagon and other senior foreign affairs decision-makers, Monday through Friday by 8am.

b. The **Daily Digest** is a ten to fifteen page report which provides a global perspective on a single issue and is sent by 1 p.m. Monday through Friday to more than 750 senior and mid-level foreign policy officials. The format is the same as the *Early Report*. It is also transmitted electronically via e-mail and the Internet where it reaches an expanding audience in the foreign policy community of the U.S. Government, including the White House, the Departments of State, Defense, Justice, Treasury, and Commerce, the CIA, and both Houses of Congress.

c. **Special Reports** are prepared in the same format as *Daily Digests* and are requested by senior officials seeking foreign press reaction to their trips abroad or more in-depth assessments of specific foreign policy issues.

10 FAM 034 INITIATING PUBLIC OPINION PROJECTS

(TL:PEC-1; 10-01-1999)

a. Studies are initiated by the Office of Research in close consultation with other bureaus in the Department and missions in the field. In addition, the Office of Research consults with other foreign affairs agencies in planning surveys, including the National Security Council, and the Department of Defense.

b. Policy issues drive public opinion polls. Priority for resources goes to studies that will address important foreign policy issues and provide guidance to the Secretary and other senior officials.

10 FAM 034.1 Clearances

(TL:PEC-1; 10-01-1999)

All studies that require employing interviewers to collect information from foreign nationals are cleared by the appropriate Mission.

10 FAM 034.2 Funding

(TL:PEC-1; 10-01-1999)

a. The Office of Research finances most of the research projects. Missions and other bureaus in the Department may provide additional support.

b. The Office also seeks outside funding from foreign affairs agencies that will benefit from major surveys. Outside clients are regularly consulted on the scope of major studies to enable the Office to be responsive to the needs of the broader foreign affairs community.

10 FAM 034.3 Applying Findings

(TL:PEC-1; 10-01-1999)

Results of public opinion polling strengthen policy making and public diplomacy by providing policy makers with timely information on how key policy options would likely be received by foreign constituencies prior to final policy decisions, and would help public diplomacy efforts reach the target groups key to policy success.

10 FAM 034.4 Follow-up on Research Reports

(TL:PEC-1; 10-01-1999)

a. The reports will clearly describe the type of survey conducted, the major findings of the research, and pertinent conditions, including limitations, encountered in the process.

b. When requested, the Office of Research will discuss any aspects of the individual reports to further clarify the analysis. The purpose of such discussion is to assist the operating elements in exploring the relationship of the findings to operational needs.

c. Staff members are also available to provide oral briefings on the findings and answer questions about any aspect of a study.

10 FAM 034.5 Classifying/Declassifying Research Reports

(TL:PEC-1; 10-01-1999)

Reports are normally unclassified, but are classified at the request of a client or post abroad. INR/PDAS/R systematically reviews its public opinion research reports for possible declassification. All reports that are classified "Confidential" are reviewed for declassification two years after their issuance.

10 FAM 035 MEDIA REACTION REPORTING

10 FAM 035.1 When to Report

(TL:PEC-1; 10-01-1999)

For reporting purposes, posts are grouped into three categories.

10 FAM 035.1-1 Daily Reporting

(TL:PEC-1; 10-01-1999)

The Department relies upon these posts for daily reports:

Beijing*	Lagos*	Pretoria*
Berlin*	London*	Riyadh*
Brussels*	Madrid*	Rome*
Buenos Aires	Mexico City	Sao Paulo
Cairo*	Moscow*	Seoul*
Canberra*	New Delhi*	Tel Aviv*
Islamabad*	Ottawa	Tokyo*
Jakarta*	Paris*	

*These posts should report by computer not later than 6:00 a.m. Washington, D.C. time, the deadline for the **Early Report**.

10 FAM 035.1-2 Weekly Reporting

(TL:PEC-1; 10-01-1999)

a. The Department relies upon these posts for several reports each week:

Abu Dhabi	Athens	Budapest
Accra	Bangkok	Caracas
Algiers	Beirut	Copenhagen
Ankara	Belgrade	Damascus
Amman	Bogota	Dhaka

Geneva
Harare
Helsinki
Kiev
Lima
Lisbon
Manila
Nairobi
Oslo
Panama
Prague
Santiago
Sarajevo
Singapore
Sofia
Stockholm
The Hague
Tunis
Warsaw
Zagreb

b. The above posts are to report promptly the same day whenever there is media reaction of the scope and import described in paragraph 411 below. This may require as many as several reports a week if there is continuing treatment of a particularly significant event or an important developing situation. Posts are urged to file all reports electronically.

10 FAM 035.1-3 Ad Hoc Reporting

(TL:PEC-1; 10-01-1999)

All posts not listed in 10 FAM 034.1-1 or 10 FAM 034.1-2 above are expected to report on an ad hoc basis and on the same day whenever, in their judgment, important world, regional, or local events produce significant media discussion affecting U.S. interests. Special requests for reporting on given subjects will be issued as the need arises.

10 FAM 035.2 What to Report

(TL:PEC-1; 10-01-1999)

a. Unless otherwise instructed, posts need report only editorial, op-ed or column commentators on events, developments, actions, or statements (anywhere in the world) that have significant impact on U.S. national interests (foreign or domestic). For guidelines on issues of concern to senior U.S. government officials, posts should consult the weekly "Watch List" in the Friday Washington File.

b. The subjects are generally international in scope, but they may be regional or even one-country and still hold significant implications elsewhere for the conduct of U.S. foreign relations. Do not report as media reaction comments on internal affairs that have no broader policy implications.

10 FAM 035.3 Striking a Balance

(TL:PEC-1; 10-01-1999)

Media reaction reporting must be as representative of the entire spectrum of press opinion as possible. Posts must report critical commentary as well as favorable, providing a clear picture of the tenor of local commentary. If the media are critical of the administration's policies, it is essential that the post's reports reflect this accurately. Senior officials are not well served by omitting unfavorable press commentary from the post's reporting.

10 FAM 035.4 Primacy of Post's Judgment

(TL:PEC-1; 10-01-1999)

The most valuable contribution posts make toward useful media reaction reporting by the Agency is not measured in staff hours or by volume, or even by the number of times a post's submission is included in the media reaction reports. It is rather measured in the careful and conscientious exercise of judgment as to what to report and when to report it. There is no substitute for the perspective and sensitivity of the observer who works in the field.

10 FAM 035.5 Reporting Manner and Style

(TL:PEC-1; 10-01-1999)

Headlines for editorials being quoted should be included in the reports. If posts are hampered by time or staff constraints, they may submit only the block quote, title, media characterization and date of commentary. When possible, however, observe the following style in post reports:

(1) **Initial Summary.** Provide a brief, one-paragraph description of the general tone of news treatment and comment. Give news slant if significant, and indicate relative prominence of news and comment. Do not file a paper-by-paper, page-by-page inventory of the day's news or the equivalent for TV and radio.

(2) **Block Quotes.** It is not necessary to file complete texts of editorials or commentary. Do not paraphrase. Only block quotes are used in the media reaction reports prepared in Washington, D.C.. Include the headline of the editorial, the post's characterization of the media source carrying the commentary and the date. If a guest commentator submits the commentary, include the name and affiliation of the commentator if different from that of the paper, TV or radio station. Extraneous material dropped from quotes must be indicated by ellipses. When typing reports, use upper and lower case. If comment has not yet developed on a fast-breaking story, headlines and selected quotes from news treatment will usually supply a valuable indication of the impact of fast-breaking events.

(3) **Identify Source.** Identify the source by name if the writer is well-known or a major correspondent, especially if based in the U.S. Otherwise use only the title, such as Editor-in chief, Moscow correspondent, a byline, etc. Do not use reports by American journalists, wire services, other country media, or quotes from U.S. or foreign officials.

(4) **TV and Radio Monitoring.** When reporting TV and radio commentary, supply block quotes, indicate whether the station is independent or government-owned and identify the program, and commentator if significant.

(5) **Characterize Media.** Accompanying each block quote should be the post's characterization of the media being quoted i.e. government-owned or controlled, left-of-center, top-circulation, influential etc.

(6) **Identify Subject or Event.** At the beginning of each report, list the subjects that will be commented on in that report. If commentary is in reaction to a specific U.S. policy or action, please clarify before beginning the block quotes. Identify regional events, organizations, and political groupings by their full names in current English-language usage, adding the local title or abbreviation when necessary.

(7) **Quality of Translation.** All media reaction reporting must be in English. Translations by non-native speakers should be reviewed to ensure clarity, the appropriate use of idiomatic expressions and an accurate reflection of the tone of the commentary.

(8) **Timing Transmissions.** Post should send upper and lower case e-mail to INR/PDAS/R to ensure the most rapid utilization. A telegram slugged for INR/PDAS/R as well as for distribution to a wider audience of the post's choosing can then follow the initial submission. The telegram should be sent unclassified, priority.

10 FAM 035.6 Relations With the Field

(TL:PEC-1; 10-01-1999)

a. Media reaction reports are available to posts via electronic distribution. They are also occasionally carried in the regional wireless files when a pertinent issue is covered.

b. Public Affairs and Information officers should include the Media Reaction office in their Washington, D.C. consultation plans.

10 FAM 036 THROUGH 039 UNASSIGNED